



**WNBC**  
**30 Rockefeller Plaza**  
**New York, NY 10112**  
**(212) 664-4444**

www.nbcnewyork.com

And:

**MEDIA STRATEGIES & RESEARCH VA**  
**11350 RANDOM HILLS ROAD**  
**SUITE 670**  
**FAIRFAX, VA 22030**

# CONTRACT

Contract / Revision		Alt Order #
336286 /		
<b>Product</b>		
<b>NEW YORK OCT29-NOV6</b>		
Contract Dates	Estimate #	
<b>10/29/12 - 11/06/12</b>	<b>11320</b>	
Advertiser	Original Date / Revision	
<b>GILLIBRAND FOR SENATE</b>	09/19/12 / 09/19/12	
Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
<b>WNBC</b>	Tony Chiulli	New York Local
Special Handling		
<b>Demographic</b>		
RA1849		
IDB#	Advertiser Code	Product Code
Agency Ref	Advertiser Ref	
42650	23254	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WNBC	10/29/12	11/06/12	5-6A TODAY IN NY @ 5A	5A-6A		:30			NM	7	\$3,500.00
	IP											
	Start Date	End Date	Weekdays	Spots/Week								
Week:	10/29/12	11/04/12	11111--	5								
Week:	11/05/12	11/11/12	11-----	2								
N 2	WNBC	10/29/12	11/06/12	6-7A TODAY IN NY @ 6A	6A-7A		:30			NM	14	\$16,800.00
	IP											
	Start Date	End Date	Weekdays	Spots/Week								
Week:	10/29/12	11/04/12	22222--	10								
Week:	11/05/12	11/11/12	22-----	4								
N 3	WNBC	10/29/12	11/06/12	7-9A TODAY SHOW	7A-9A		:30			NM	21	\$46,200.00
	IP											
	Start Date	End Date	Weekdays	Spots/Week								
Week:	10/29/12	11/04/12	33333--	15								
Week:	11/05/12	11/11/12	33-----	6								
N 4	WNBC	10/29/12	11/04/12	7-9A SAT TODAY	7A-9A		:30			NM	1	\$1,200.00
	IP											
	Start Date	End Date	Weekdays	Spots/Week								
Week:	10/29/12	11/04/12	-----1-	1								
N 5	WNBC	10/29/12	11/04/12	7-830A SUN TINY @7A	7A-830A		:30			NM	1	\$800.00
	IP											
	Start Date	End Date	Weekdays	Spots/Week								
Week:	10/29/12	11/04/12	-----1	1								
N 6	WNBC	10/29/12	11/06/12	9-10A TODAY SHOW 2	9A-10A		:30			NM	4	\$4,000.00
	IP											
	Start Date	End Date	Weekdays	Spots/Week								

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC/TELECONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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336286 /		
Contract Dates	Product	Estimate #
10/29/12 - 11/06/12	NEW YORK OCT29-NO	11320
Advertiser		
GILLIBRAND FOR SENATE		
Original Date / Revision		
09/19/12 / 09/19/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1- - 1---				2	\$1,000.00			
Week:		11/05/12	11/11/12	11- - - - -				2	\$1,000.00			
N 8	WNBC	10/29/12	11/05/12	4-5P M-F ELLEN	4-5P		:30			NM	4	\$4,000.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	- 1- 11--				3	\$1,000.00			
Week:		11/05/12	11/11/12	1- - - - -				1	\$1,000.00			
N 9	WNBC	10/29/12	11/05/12	5-6P M-F 5P NEWS	5-6P		:30			NM	12	\$9,000.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	222222--				10	\$750.00			
Week:		11/05/12	11/11/12	2- - - - -				2	\$750.00			
N 10	WNBC	10/29/12	11/05/12	6-630P M-SU NEWS @ 6P	6P-630P		:30			NM	6	\$6,000.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	11111--				5	\$1,000.00			
Week:		11/05/12	11/11/12	1- - - - -				1	\$1,000.00			
N 11	WNBC	10/29/12	11/05/12	630P NBC NIGHTLY NEWS	630P-7P		:30			NM	4	\$14,000.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1- 1- 1--				3	\$3,500.00			
Week:		11/05/12	11/11/12	1- - - - -				1	\$3,500.00			
N 14	WNBC	10/29/12	11/05/12	7-730P M-F EXTRA	7-730P		:30			NM	4	\$8,000.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	- 1- 11--				3	\$2,000.00			
Week:		11/05/12	11/11/12	1- - - - -				1	\$2,000.00			
N 15	WNBC	10/29/12	11/04/12	730-8P M-F ACCESS	HLLY\730P-8P		:30			NM	2	\$4,800.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1- 1- - - -				2	\$2,400.00			
N 16	WNBC	10/29/12	11/04/12	8-10P MON THE VOICE	8-10P		:30			NM	1	\$35,000.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1- - - - -				1	\$35,000.00			
N 17	WNBC	10/29/12	11/04/12	9-10P LAW & ORDER:SVU	9P-10P		:30			NM	1	\$20,000.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-- 1- - - -				1	\$20,000.00			
N 18	WNBC	10/29/12	11/05/12	11-1135P M-SU L NEWS 20\11P-1135P			:30			NM	6	\$24,000.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	11111--				5	\$4,000.00			

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FOR NBC &amp; TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
336286 /	
<u>Product</u>	<u>Estimate #</u>
NEW YORK OCT29-NO	<b>11320</b>
	<u>Original Date / Revision</u>
	09/19/12 / 09/19/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
		Week: 11/05/12	11/11/12	1-----				1	\$4,000.00			
N 19	WNBC	10/29/12	11/04/12	11-1135P M-SU L NEWS 20(11P-1135P			:30			NM	1	\$4,000.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
		Week: 10/29/12	11/04/12	-----1-				1	\$4,000.00			
N 20	WNBC	10/29/12	11/05/12	1135P-1235A M-F TNGT SH1135P-1235A			:30			NM	4	\$5,600.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
		Week: 10/29/12	11/04/12	111-----				3	\$1,400.00			
		Week: 11/05/12	11/11/12	1-----				1	\$1,400.00			
N 21	WNBC	10/29/12	11/04/12	10-11P DATELINE NBC	10P-11P		:30			NM	1	\$10,000.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
		Week: 10/29/12	11/04/12	-----1--				1	\$10,000.00			
N 22	WNBC	10/29/12	11/04/12	6-7A SAT TINY @ 6A	6A-7A		:30			NM	1	\$450.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
		Week: 10/29/12	11/04/12	-----1-				1	\$450.00			
N 23	WNBC	10/29/12	11/04/12	6-7A SUN TINY @ 6A	6A-7A		:30			NM	1	\$400.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
		Week: 10/29/12	11/04/12	-----1				1	\$400.00			
N 24	WNBC	10/29/12	11/04/12	10A-11A M-F TODAY 3	10A-11A		:30			NM	1	\$800.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
		Week: 10/29/12	11/04/12	-1-----				1	\$800.00			
N 26	WNBC	10/29/12	11/04/12	9-10A SUN TODAY 0070	9A-10A		:30			NM	1	\$1,325.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
		Week: 10/29/12	11/04/12	-----1				1	\$1,325.00			
N 28	WNBC	10/29/12	11/04/12	1235-135A M-F JIMMYFALL(1235A-135A			:30			NM	1	\$800.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
		Week: 10/29/12	11/04/12	---1---				1	\$800.00			

## Totals

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	99	\$220,675.00	\$187,573.75
<b>Totals</b>	<b>99</b>	<b>\$220,675.00</b>	<b>\$187,573.75</b>

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Contract / Revision	Alt Order #	
336286 /		
Contract Dates	Product	Estimate #
10/29/12 - 11/06/12	NEW YORK OCT29-NO	11320
Advertiser		Original Date / Revision
GILLIBRAND FOR SENATE		09/19/12 / 09/19/12

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

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